

The NATIONAL UNDERWRITER

62nd Year No. 40

—The National Weekly Newspaper of Life Insurance—

October 4, 1958

COMMITTEE CHAIRMAN SAYS:

NALU-LIAMA Compensation Study May Show Need Of Wholly New Pattern

By ROBERT B. MITCHELL

NEW YORK—Chairman Benjamin D. Salinger of the National Assn. of Life Underwriters compensation committee feels greatly encouraged by the willingness of Assistant Superintendent Julius Sackman of the New York department to give as much credence to the LIAMA study of agents' earnings as to a study by a research organization outside the business.

The study, toward which the NALU board recently authorized a preliminary outlay of \$1,000, would show whether there is need to seek a relaxation of New York's commission limitation laws.

Referring to an interview with Mr. Sackman that appeared in THE NATIONAL UNDERWRITER of Sept. 20, Mr. Salinger said the views expressed by the assistant superintendent were what he would have expected in the light of Mr. Sackman's long and intimate knowledge of the business.

Mr. Salinger, who is general agent here for Mutual Benefit Life, went on to say: "I was particularly pleased at what Mr. Sackman said about basing the study on the experience of career agents and not allowing commissions to rise just to protect the incompetents.



Benjamin Salinger

At the meeting of our committee during the annual convention in Dallas, Ed Schroder of New England Life at Appleton, Wis., a long-time committee member, said he wouldn't be satisfied with a revision of the New York law that permitted an increase to all agents.

"I strongly agree with Ed—and so did the entire committee—that if there is a revision it should distinguish between the agent who is doing a good professional service job and the

one-case agent or the fellow who is just writing a little insurance on the side.

"I'll grant that such a distinction would call for some decision-making at the home offices that isn't needed under the present law. But that is what executives are for: to make decisions, stick with them and make them work."

In answer to further questions from THE NATIONAL UNDERWRITER, Mr. Salinger said he was quite aware that in expressing a willingness to accept LIAMA's findings Mr. Sackman was not committing the department to supporting changes in the expense limitations.

"We're not even committed to do that ourselves," said Mr. Salinger. "We don't know whether the facts will warrant a request for an increase in the commission allowances because at this point we don't have the facts. When we get the facts, it may well be that they will indicate a need for an entirely different pattern of compensation for career life underwriters."

Mr. Salinger told THE NATIONAL UNDERWRITER his committee would naturally prefer to have LIAMA handle the study because LIAMA would not have to waste time familiarizing itself with the background of the life insurance business, because LIAMA could do the job at less cost, and because Mr. Salinger and other members of the committee have already conferred with LIAMA on the project and have assurance of their interested cooperation.

ALC Completes Program For Annual Meeting Next Week

American Life Convention, which will hold its annual meeting next week, Oct. 6-10, at the Edgewater Beach Hotel in Chicago, has completed its program and has announced speakers and subjects for the general sessions and for the finance and agency sections. Programs for the legal and the combination companies sections have been reported in a previous issue.

Following the presidential address by Harry J. Stewart will be Commissioner Arch E. Northington of Tennessee, president of National Assn. of Insurance Commissioners. He will speak on "State Insurance Regulation—A Challenge to Democracy." Final speaker on the first of the general

(CONTINUED ON PAGE 22)

Adams Stays On NALU Building Committee

WASHINGTON—Albert C. Adams, immediate past president of the National Assn. of Life Underwriters, will continue as a member of the NALU building committee, according to President Oren D. Pritchard.

Until the election of new officers at the recent NALU convention at Dallas, Mr. Adams was a member of the building committee by virtue of a July 14 resolution of the board of trustees adding the NALU president and managing director to the committee.

"Mr. Adams is so conversant with all phases of our building project that it would be most desirable to continue to avail ourselves of his information and talents," said Mr. Pritchard.

Besides Mr. Adams, Mr. Pritchard, and NALU Managing Director Lester O. Schriver, members of the committee are Arthur W. Defenderfer, John Hancock, Washington, D. C., chairman; Stanley C. Collins, Metropolitan, New York City; John C. Donohue, Penn Mutual, Baltimore; Herbert R. Hill, Life of Virginia, Richmond, and David M. Blumberg, Massachusetts Mutual, Knoxville, Tenn.



OFFICIAL NALU PHOTO of all officers and trustees. Left to right, seated, are: Managing Director Lester O. Schriver; Secretary William E. North, New York Life, of Evanston, Ill.; Vice-president William S. Hendley Jr., Mutual of New York, of Columbia, S. C.; President Oren D. Pritchard, Union Central, Indianapolis; Treasurer Louis J. Grayson, Travelers, Washington, D. C.; Trustee Ellen M. Putnam, National of Vermont, Rochester, N. Y., and C. A. Potter, president of Life Underwriters Assn. of Canada and honorary vice-president of NALU; standing, left to right, are Albert C. Adams, John Hancock, Philadelphia, 1957-58 president of NALU; and Trustees R. B. Walker, New York Life, Hollywood, Fla.; Robert S. Clayton, Liberty National Life, Mobile, Ala.; Jack A. Stewart, Phoenix Mutual, Cleveland; Edward M. Hicklin, Occidental of North Carolina, Burlington, N. C.; R. Edwin Wood, Phoenix Mutual, of San Francisco; Francis G. McNamara, Old Line Life, Waukesha, Wis.; R. L. McMillon, Business Men's Assurance, Abilene, Tex.; Robert W. Frye, Northwestern Mutual, Denver; John Z. Schneider, Connecticut General, Baltimore; David M. Blumberg, Massachusetts Mutual, Knoxville, Tenn.; and Paul R. Green, Aetna Life, Seattle. Trustees elected at the recent Dallas convention are Messrs. Walker (reelected), Clayton, Hicklin, Wood, Schneider, Frye, and Green.

Package Of Fund Shares, Bank-Loan Sales Is Spreading

LIAMA Alumni Told Buyers Veer Away From Cash Value For Fear Of More Inflation

NEW YORK—Bank loan or minimum deposit sales of life insurance are

gaining in popularity, and investing in life insurance cash values is losing ground because of fear of further inflation, members of the Atlantic Alumni Assn. of LIAMA schools in agency management were told at their annual meeting here.

Many who in former years would have built up their cash values now prefer to hedge by using the cash values as a basis for loans and doing their accumulating of capital through mutual funds or other equities, said Orval A. Hosch, manager here for Phoenix Mutual Life.

"If the minimum deposit plan is good for and desired by our clients, then it's up to us to work out such plans and make them available to the public," he declared. "Let's agree that the trend is away from life insurance cash values as an investment. This is as true of the corporate buyer, which buys insurance and invests the money

(CONTINUED ON PAGE 14)

NAIC Unit 'Receives' Proposed Mortality Table; Parley Oct. 24

MINNEAPOLIS—The National Assn. of Insurance Commissioners' subcommittee on deficiency reserves and mortality tables review Tuesday "received" the proposed mortality table offered by the industry actuarial advisory committee, which met here Monday and Tuesday with the NAIC subcommittee.

Commissioner Sheehan of Minnesota head the NAIC subcommittee. James T. Phillips, senior vice-president and chief actuary of New York Life, is chairman of the industry actuarial group.

The latter committee is representative of all segments of the industry and the table has solid industry backing, as contrasted with the ill-fated X-17 table, which many of the smaller stock companies vigorously objected to.

Commissioner Sheehan announced that his subcommittee will hold a public meeting at New York Oct. 24 at which those interested may present their views on the proposed table.

Boston Still Leads In Ordinary Gains

August was the sixth straight month in which Boston led other large cities with a rate of increase in ordinary sales of 32% for the month and 27% for the first eight months. Percentage gains in ordinary sales for the seven other largest cities in August and the first eight months, respectively, were Chicago -7 and -2, Cleveland -1 and -2, Detroit -12 and -9, Los Angeles 1 and 2, New York City 8 and 11, Philadelphia -6 and -3, and St. Louis 0 and 1.

LIC Resolution Hammers Total-Income Tax Basis

The resolution adopted unanimously by Life Insurers Conference and reported briefly in a late news bulletin in last week's issue comes out uncompromisingly against the total income approach proposed by a group of the larger mutual companies as the basis for taxing mutual companies. Following is the text of the resolution adopted at the special meeting in Atlanta attended by 98 representatives of 55 companies out of the conference's total of 91 member companies:

Whereas the Secretary of the Treasury in a letter to the chairman of the House ways and means committee and Senate finance committee outlined in broad terms two approaches to the taxation of life insurance companies, i.e., a "total income" approach, which he recognized involves many difficult problems, and an alternative "net investment income" approach; and

Whereas a group of mutual life insurance companies has caused to be introduced into the Congress HR 13707, purporting to apply the "total income" approach to the taxation of mutual life insurance companies, which can easily be extended to stock companies; and

Whereas Life Insurers Conference, in company with other and comparable organizations, has in the past spoken for the overwhelming majority of life insurance companies in opposition to this principle of taxation; and

Whereas it is a matter of grave importance that the members of Life Insurers Conference again take a stand on this question;

Careful Consideration Given

Now, after having given extended and careful extended consideration to the various proposals made,

Be it resolved that Life Insurers

Conference at a special meeting assembled in Atlanta, Ga., Sept. 23, 1958, reaffirm its position in opposition to the "total income" approach for the following reasons:

A. Since the liabilities of a life insurance company are, at best, estimates, and since its contingent liabilities are so enormous, it is impossible to determine its profit or loss for such a short period as one year. Additions to surplus in a year are not necessarily profits. Consequently, the standards that apply to other corporations cannot be applied to life insurance companies.

B. Heavy taxation of increase in surplus of companies writing guaranteed cost life insurance might well make it impossible for them to maintain adequate safety margins to meet their policy obligations and to maintain public confidence.

Total Income Basis Dropped

C. The "total income" approach was in use until 1921 but it was abandoned as unworkable. It has been studied continuously for many years, and intensively over the past several months. Satisfactory solutions to the problems it involves have not been found. The proposed "total income" approach might well result in a decrease in the amount of taxes being paid by the life insurance business. The principal beneficiaries of this tax reduction would be the large mutual companies. No "total income" approach has been devised and we believe none can be found which will truly and properly tax mutual companies. All this because their control of the large dividends distributed to policyholders and their control of policy reserves and other liabilities would leave them free to pay only so much in income

(CONTINUED ON PAGE 22)

A&S Claims Men Told They Hold Key Public Relations Positions

Favorable public opinion of the insurance business is created largely by the man who settles a claim against a particular policy and less by the agent who sells that policy to the insured.

This was the opinion expressed by George W. Lane Jr., retiring president of International Claim Assn. and assistant vice-president of Metropolitan, at the association's annual meeting at French Lick, Ind.

Mr. Lane, in his presidential address, told members that the dynamic growth of A&S coverage has brought about an increasing need for good public relations.

Noting that nearly 123 million people are today covered by some form of health insurance, Mr. Lane said, "We must concentrate all the more on proper, prompt, honest and equitable payment of benefits to policyholders and beneficiaries for, after all, public opinion of the business is determined in large measure not when the policy

OFFICERS ELECTED

President—Howard J. LeClair, vice-president Mutual Benefit H.&A.

Vice-president—Daniel A. McCabe, general manager Prudential.

Secretary—Louis L. Graham, vice-president Business Men's Assurance.

Treasurer—John T. McAlexander, 2nd vice-president Bankers National Life.

Executive committee members—Walter T. May, claim secretary Massachusetts Mutual; Edwin B. Wallock, titles supervisor Imperial Life of Canada; George Monks, manager of claims New York Life; George W. Lane Jr., assistant vice-president Metropolitan Life; J. R. Bracewell, vice-president Provident Life & Accident; Herman H. Bjesse, assistant vice-president Guardian Life; Stanley L. Peterson, assistant secretary Aetna Life; Carl V. Lindstrom, assistant secretary John Hancock, and Lee Wilks, assistant vice-president Lincoln National Life.

is issued, but when claim is made thereunder and by the way promise therein are carried out."

Extended insurance programs, Mr. Lane said, mean a more careful observation of claim trends, experience and alertness to abuses to avoid increased premium costs which can only tend to make coverage unattractive to the individual.

Mr. Lane also said that claims men should make every effort to strengthen and further friendly relations with doctors and hospital administrators. He added, "In this connection, I think all of us must be ever mindful that the success of our operation depends entirely upon the friendly atmosphere which we can create not only with our customers, but with the suppliers of the services we cover. In this business of ours, the two most important suppliers of services are the doctors and the hospitals. We must lean heavily on them for support."

Mr. Lane said, "Everything we do in our everyday effort in the administration of claims can bring credit to the insurance industry or it can raise

(CONTINUED ON PAGE 22)



JOHN HANCOCK president presents painting to Houston Chamber of Commerce. Byron K. Elliott, president of John Hancock, presented a life-like oil painting of Sam Houston to Leon Jaworski, vice-president of the Houston Chamber of Commerce at a reception in Houston recently. The reception, given in Mr. Elliott's honor by the Texas National Bank, marked the opening of the new E. Wayne Wood general agency of John Hancock in that city. Left to right: Mr. Elliott, Harris McAshan, president of the Texas National Bank, E. Wayne Wood, Mr. Jaworski.



James W. Lantz

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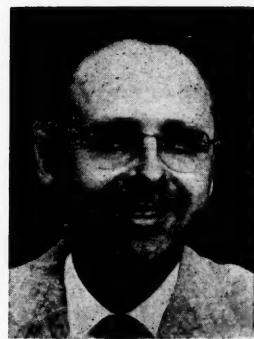
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62nd year



G. WILLIAM CORFIELD

A career without a ceiling

August 29, 1958

Mr. Donald N. Adamson, Manager
The Franklin Life Insurance Company
385 East Green Street, Suite 305
Pasadena, California

Dear Don:

It was no easy decision for me to resign from a position which had paid me a substantial annual salary over several years and to enter into an entirely new field. Like most people I wanted security, but I finally made a decision that I did not want to settle for security alone. I came to the conclusion that the type of security I really wanted for myself and my family, was an opportunity for a career that placed no ceiling or limitations on my income. This thought motivated my association with The Franklin Life Insurance Company as a member of your agency.

After looking around and interviewing a number of well-known insurance companies, my decision to cast my lot with you and The Franklin Life was due almost entirely to the salability of our exclusive merchandise which puts us pretty much beyond the range of competition and enables us to serve the public in a unique manner.

Each year with Franklin Life, my income has progressed steadily upwards. During the first eight months of 1958, I have delivered 174 new contracts. My first year commissions alone have exceeded \$12,000 for the year to date. I fully anticipate that my first year income, exclusive of renewal commissions, will exceed \$18,000 at year-end.

In closing I wish to express my appreciation for the valued cooperation received from you, Mr. George A. Landis, our State Manager, and his staff, and our Home Office.

Sincerely yours,
G. William Corfield

An agent cannot long travel at a faster gait than the company he represents!



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

*The largest legal reserve stock life insurance company in the U.S. devoted
exclusively to the underwriting of Ordinary and Annuity plans*

Over Three Billion Dollars of Insurance in Force

J. B. Maclean Dubious On Lower Rates For Cigarette Eschewers

Joseph B. Maclean of Yarmouth Port, Mass., author of a leading textbook on life insurance and retired vice-president and chief actuary of Mutual of New York, writes as follows about an editorial in the Sept. 6 issue and the comment on it made by Valentine Howell, executive vice-president of Prudential, which appeared in the Sept. 20 issue:

I was interested in the editorial in your issue of Sept. 6 in regard to preferential rates for non-smokers and in Mr. Howell's comment thereon in this week's issue. I was rather surprised that Mr. Howell, while calling attention to some practical objections, evidently approved of your suggestion in a general way.

I began my life insurance career in a Scottish company which gave

(CONTINUED ON PAGE 23)

'Hot Ideas For Management' Featured At LIAMA Atlantic Alumni Assn. Panel

By WILLIAM MACFARLANE

NEW YORK—What are the benefits an agency can derive from a move to suburban headquarters? What are the drawbacks? Is the average agency making a mistake when it takes the older, more experienced agent and his work for granted? What are the gains for the failing agent and his agency when management faces facts and discharges the deadwood producer?

These were a few of the management problems covered by speakers at the panel on "Your Hottest Ideas," conducted at the second day's session of the annual meeting here of Atlantic Alumni Assn. of LIAMA schools.

Robert L. Snowden, newly elected vice-president of the association and manager of Metropolitan Life at Trenton, substituted as panel moderator for Arthur W. Schmidt, the association's new president and a general agent of New England Life at New York.

Robert E. Wilkins, manager of

Prudential at Hartford, discussed benefits and problems involved when agencies move from downtown business districts into the suburbs. He advised that the feasibility of a major move of this sort should be predicated on the particular circumstances of the agency.

Little Walk-In Business

Since many agencies have very little walk-in business and much of their established business is located in the suburbs, Mr. Wilkins said that relocation in an expanding suburb can have definite merits. Some of the beneficial results he mentioned are the possibility of definite savings in rent, a better looking plant at less cost, improved parking facilities, the often greater accessibility to the insurance market, and a locale convenient to agents' homes.

One of the major drawbacks of such a move that was cited by Mr. Wilkins

(CONTINUED ON PAGE 21)

Life Of N. A. Passed \$100 Million In Paid-For Sept. 30

PHILADELPHIA—Life of North America crossed the \$100 million mark in insurance paid for on Sept. 30, executive vice-president Edmund L. Zalinski told the board Wednesday.

As of Sept. 30, the company had group cases totaling \$66,859,000 written and in force. Paid-for ordinary totaled \$33,609,726 from 3,760 individuals.

The company sold its first policy Sept. 5, 1957.

"This is the largest amount of business ever paid for by a company in its first year of sales operation," said Mr. Zalinski. "This means that we are right on schedule to reach our goal of \$1 billion of life insurance in force in 10 years."

In the first nine months of 1958 the ordinary department paid for \$32.3 million. Applications for life and A&S now exceed 1,200 a month. Paid annual premiums on all lines of business for the first nine months of 1958 totaled \$2,247,000. Premiums on individual A&S policies are currently running at the rate of \$300,000 a year. Life of North America is licensed in 46 states and the District of Columbia. It has opened 33 service offices and eight full-time agencies.

of the major articles in it and suggesting ways in which the book may be used within and outside the industry.

Following this there will be the presentation of exhibit awards and the LAA business meeting.

Afternoon To Be Open

The afternoon will be open until the presidents' reception, at 5:30, followed by the silver anniversary dinner.

Friday morning Morgan Crockford, LAA president and secretary of Excelsior Life of Toronto, will talk on "It's Time for a Revolution," in which he will give a forthright analysis of what he believes to be wrong and right about life insurance advertising.

Rex H. Anderson, marketing vice-president of Life of North America, will explain how marketing integration has been effected in the unusual organization of his company.

"Are Our Public Relations as Good as We Think?" will be the topic of D. E. Kilgour, vice-president and managing director of Great-West Life, final speaker of the morning.

Final session will be the luncheon to be addressed by Mr. Laing.

Levering Cartwright

INSURANCE STOCKS

Life-Fire-Casualty

Cartwright, Vallean & Co.

Members Midwest Stock Exchange

Board of Trade Building

Chicago 4, Illinois

WAbrash 2-2535 Teletype CG1475

You may telephone orders collect.

EQUITABLE LIFE OF IOWA IN FLORIDA

Agriculture is Florida's biggest steady pursuit, yet climate and the longest coast line of any state are responsible for her chief fame—the resort and tourist business. The steady pursuit of these Equitable general agents and their agency associates is selling life insurance, yet their chief fame is the outstanding job they are doing in serving their clients.



Equitable
LIFE INSURANCE COMPANY OF IOWA

FOUNDED IN 1867 IN DES MOINES

In the afternoon, Bertram Lange, manager of marketing services for Life magazine, will show Life's visual presentation of its depth study of 10,000 U. S. families and will disclose for the first time the life insurance information obtained in this study.

President Ernest Dichter of the Institute of Motivational Research will talk on what motivates people to buy.

A. J. Seaman, creative director and executive vice-president of the Compton advertising agency, New York City, will discuss "The Changing Role of the Advertising Agency."

There will be a cocktail reception given by the Canadian life companies.

What The Agent Expects

Thursday morning, Judd C. Benson, manager of the home office agency of Union Central Life, will talk on what the agent expects from life insurance marketing. Mr. McDonald's talk on marketing will follow.

Donald E. Lynch, director of public relations of Mutual Benefit Life, will introduce LAA's new public relations handbook, "Public Relations for Life Insurance Companies," outlining some

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(CONTINUED ON PAGE 21)

Two Vice-Presidents On LAA Annual Card

Edwin C. McDonald, vice-president in charge of Metropolitan Life's group division, and Charles B. Laing, vice-president of Prudential in charge of planning and development, complete the list of speakers for the silver anniversary meeting of Life Insurance Advertisers Assn. Oct. 22-24 at the Queen Elizabeth hotel, Montreal.

Mr. McDonald will speak the morning of Oct. 23 on "Marketing—the Key to the Future of the Life Insurance Industry."

Mr. Laing will be the closing speaker of the meeting, his topic being "The Hidden Persuaders of Success." He will speak at the luncheon on Friday, Oct. 24.

The program will open Oct. 22 with a welcome from William Hamilton, postmaster-general of Canada. The other morning speaker will be Orson Hart, 2nd vice-president and economist of New York Life, who will talk on the economic outlook for life insurance, both short-term and during the next decade.

Will Present Life's Study

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Bankers Life & Casualty Company

ANNOUNCEMENTS

The Newest Member of the Family of Policies
Available under the White Cross Plan

THE NEW L395 FAMILY LIFE POLICY

*Insurance protection to
all members of the family
in ONE POLICY!
at ONE PREMIUM!*

BANKERS LIFE AND CASUALTY COMPANY



An Old-Line Legal Reserve Stock Company
4444 W. Lawrence Avenue, Chicago 30, Illinois

Texas Legal Reserve Officials Hold Annual At San Antonio; Elect Reeves

Reorganization of the Texas insurance department, A&H developments and agency management were central topics of the annual convention of Texas Legal Reserve Officials Assn. at San Antonio.

E. J. Reeves, Commercial Travelers, Dallas, was elected president of the association. Other officers elected are

Thomas Robinson, Mid American Life, Houston, and E. O. Severin, Commercial Standard, Fort Worth, vice-presidents; G. Charles Childre, Texas Continental, San Antonio, secretary; and J. H. Perry, Union Bankers, Dallas, assistant secretary.

The meeting, attended by more than 150 company officials, heard Rodman

Porter of Texas Research League describe the progress of the league's study of a reorganization plan for the department. Other guest speakers were Irwin Solomon, Solomon & Co., New York, "Agency Managements—How To Operate on a Profitable Basis;" D. B. Alport, vice-president Business Men's Assurance, "A&H Profits and Perils;" Allen Steere; Commissioner Harrison, "What We Expect of the Individual Company;" and Penn J. Jackson, chairman of the

(CONTINUED ON PAGE 20)

St. Louis Agents Told How To Sell Big In Spare Time

Anyone can become a million dollar producer if they make up their mind to do it and work hard enough to attain that goal, according to Noel L. Welsh, Metropolitan Life district manager at Tulsa, who admitted to waiting 20 years until he was 45 before he made up his mind to set the high goal for himself, and reached it while still handling his management duties.

Speaking on "How To Be A Spare Time Millionaire" before a crowd of 300, the largest ever to attend a continental breakfast of St. Louis Life Underwriters Assn., Mr. Welsh said he had observed members of the Million Dollar Round Table had two things in common: They made up their minds to set a goal high enough they did something about it.

Broadcasts Grandiose Plans

He said he deliberately put himself on the spot by telling his office personnel, home office and family about his grandiose plans, so that he would be ashamed if he did not fulfill them.

"The methods I have used to become a member of the Million Dollar Round Table certainly were not new. My chief problem was finding the time to do so," he said. He confined his calls to Wednesdays and Saturdays and concentrated on sole proprietor and partnership cases. He said he uses the yellow pages to get a list of prospects, studies the newspapers, watches for newcomers to his city, and sends congratulatory letters to break the ice for future calls.

Mr. Welsh said he works five hours on Wednesday after 1 p.m. and for three hours on Saturday mornings making personal calls on prospects. He spends two or three hours a week obtaining prospects and five hours in working out details. This way his personal production efforts do not interfere with normal operations of his office, he said.

Only One Special Gimmick

"The only special gimmick, if you can call it that, I use is ordering down additional insurance when I close a case, particularly on advance program cases. I make the initial sale on as much whole life protection as the tariff will carry. Then I order the same policy with a family income rider. This plan results in some 35% additional insurance for what was ordered."

Regarding using logic and emotion in the sales presentation, Mr. Welsh said: "Don't be afraid to use emotional stories, and don't worry about applying pressure." While logic will help the reasoning mind, people are motivated by their emotions. Emotions will disturb men but logic never will.

He dismissed the old theory forbidding agents to sell to their friends, but advised his listeners to be careful in the use of words and selection of the time for approaching close friends. If the life insurance program is good enough for strangers, it is certainly good enough for friends, and they should have a chance to buy, he declared.

Employers Of Ala. Moves

Employers of Alabama and its affiliate, Employers Life, have moved from downtown Birmingham to their new building on U.S. highway 31, nine miles south of Birmingham.

he has
BREADTH
at his
fingertips



The John Hancock representative carries a broad variety of modern merchandise in his portfolio. It is *modern* life insurance protection—Family policies, Business life insurance, Personal Health insurance, Annuities, as well as a wide range of up-to-date Group plans and all regular forms of life policies. With his training and knowledge, and these policies, he is prepared to serve his clients' needs as they arise. And with the prestige of the John Hancock behind him, he is also able to close more sales for consistently larger amounts of needed insurance.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

Magi

Magic Words that Can Add to Your Earnings

MAJOR MEDICAL

BY

STATE MUTUAL

An outstanding new State Mutual Major Medical policy with many hard-to-match sales features — to make selling easier and more profitable for you. Not a substitute for, but a *supplement to* basic, short-term medical, surgical and hospitalization plans — to help pay the BIG bills which otherwise might threaten a family's financial security and create years of debt.

Sales Features of the NEW State Mutual Major Medical Policy

- Benefits up to \$7500 for any one sickness or injury
- Low cost: \$500 deductible, co-insurance 80% — 20%
- Up to 90 days to satisfy deductible
- Guaranteed continuable to age 65, adjustable premium
- Covers expenses for services and supplies both in and out of hospital
- Benefit period — 2 years
- No extra cost for coverage on additional children after the first
- Conversion privilege for children
- Mother if not yet 65 becomes policy-owner on death of father
- Participating

STATE MUTUAL LIFE
ASSURANCE COMPANY OF AMERICA
Home Office: Worcester, Massachusetts

STATE MUTUAL LIFE ASSURANCE COMPANY OF AMERICA
WORCESTER, MASSACHUSETTS

Please send me full information about your new
Major Medical policy.

Name

Company

Street

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Send for full
information about the
STATE MUTUAL
Major Medical Policy

New Life, A&S Company Formed In Chicago

Trans-Continental Life has recently been incorporated and licensed in Illinois to write life and A&S. Capitalization is set at \$2 million. Almost \$500,000 of the stock has already been sold.

Officers Are Listed

Officers are: Benjamin Goulding, Chicago, president; Frank F. Dodge, Peoria, executive vice-president; Irving M. Shepard, Chicago, secretary-

treasurer; A. Maxwell Kunis, New York, consulting actuary; and Norman R. Liebling, Chicago, general counsel.

The company will write ordinary, group and group A&S. Republic National Life will reinsure any amounts beyond the company's normal retention.

New Wash. National Plan

Washington National has brought out a whole life paid-up at 90 plan issued in minimum amounts of \$25,000.

Nationwide Issues New, Broadened A&S Plans

A new and broadened A&S portfolio of seven separate policies is being introduced to the agency force of Nationwide Mutual group (Nationwide Fire and Nationwide Life) and sales have begun in some parts of the companies' 18-state operating territory. All policies are presented in a new booklet-style format for improved readability and easier handling.

A new policy, called the Vanguard,

is non-cancellable accident coverage and sold in units, with each unit providing for \$100 per month lifetime benefit for disability arising from accidents; up to \$500 for medical expenses attributed to accidents, and a \$5,000 benefit for accidental loss of life. There is an extra \$100 per month for three months if insured is injured while riding in an automobile, a public conveyance, or if injured as a pedestrian.

Substantial changes have been made by Nationwide in both the family and individual major medical policies. The policy is guaranteed renewable, although premium rates are subject to change. It continues in force for the lifetime of the insured, but benefits are subject to an aggregate limit after age 65.

The company pays 80% of all medical expenses above a deductible amount which depends on the policy limits as follows: \$5,000 limit after \$250 deductible; \$7,500 limit after \$500 deductible; \$10,000 after \$750 deductible. The limit in each instance is for a single illness, except that it becomes the aggregate limit of all claims made after age 65.

No 'Inside' Limits

The policy carries no "inside" limits as to surgical fees or hospital room and board, except that these amounts may not be in excess of reasonable and customary charges for similar services. Children may be carried under the policy coverages up to age 21, instead of the previous age limit of 19.

The Invincible policy, which includes loss of income protection, accidental death benefits and hospital and surgical coverage, has been revamped to allow greater flexibility in terms of waiting periods and indemnity periods. This allows for greater tailoring to individual needs, and the coverages can be more readily adapted to serve as auxiliaries to existing coverages.

Similar changes have been made in the Business and Professional policy, which offers the same coverages as the Invincible except that there are longer indemnity periods for illness. Both the Invincible and the Business and Professional policies may be terminated at the option of the company.

Waiting Periods More Flexible

The Guardian policy, a non-cancellable guaranteed renewable contract providing loss of time and principal sum benefits, has likewise been revised to be more flexible with respect to waiting and indemnity periods and now provides lifetime accident benefits and sickness benefits to age 65.

Under the company's standard family hospital and surgical policy, benefits for miscellaneous hospital expenses have been increased, the surgical operation schedule has been improved and maternity benefits have been liberalized to cover premature births that may occur within the usual nine-months waiting period. Children may be carried under the policy up to age 21, instead of 19.

Omaha Banks Fete CLU Candidates

The trust departments of First National Bank, Omaha National Bank and U. S. National Bank of Omaha recently honored prospective CLU candidates at a dinner. Guests included members of the Omaha chapter of CLU. Principal speaker at the dinner was John K. Luther, training director of Aetna Life and chairman of the CLU institute board.

LEADERSHIP AT OCCIDENTAL

Left to right:

J. M. Woolery, vice president and actuary
D. Ben Meadows, Jr., field supervisor of
Corpus Christi, Texas
M. F. Browne, agency vice president



Planning is a "family affair" at Occidental

Actuary, agency head and field manager—a symbolic picture of a Company philosophy. In all important management planning at Occidental, the field man is there to share his viewpoint with other members of the "team".

For all of its 52 years, Occidental has shown an unique interest in its Man In The Field. Some of these men call it the *personal touch*. Some say it is sort of a *family relationship*.

Whatever the name, it is helping Occidental reach new heights in production and expansion. If you are interested in knowing more about Opportunity Unlimited, write "Con Browne, Agency Vice President.

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Life Insurance Company
OF NORTH CAROLINA

HOME OFFICE • RALEIGH





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About a century ago, a daring young "aero-mailman" took to the skies in a balloon for a 1,150-mile history-making flight. That same year, 1859, another young pioneer, Henry B. Hyde, opened The Equitable in New York City.

Since those days, both aviation and life insurance have advanced considerably. Early policies placed heavy restrictions on persons traveling by air or sea. Life insurance coverages in general were limited.

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Lincoln National Life To Have '705' Computer

Lincoln National Life has ordered an IBM 705 electronic computer, culminating a study program of more than four years.

Scheduled for delivery early next year, the equipment will be installed in a specially designed room affording controlled temperature and humidity conditions. The 705 will be used to process the large quantities of paper work flowing through the home office.

HO Underwriters Will Meet In Fla., Nov. 19-21

Institute of Home Office Underwriters will meet at the Hollywood Beach Hotel, Hollywood, Fla., Nov. 19-21.

Speakers slated for the convention include Commissioner J. Edwin Larson of Florida; Malcolm D. Thomas, assistant vice-president Republic National Life; Dr. E. B. Williams, vice-president and medical director Wisconsin National Life; and J. H.

McCart III, vice-president Southern L&H. Room hopping sessions and panel discussions will fill out the program.

Omaha CLUS Elect Gentzler

Omaha chapter of CLU has elected Russell W. Gentzler, general agent for Security Mutual, president. Others elected are: John M. Prentiss, Aetna Life, 1st vice-president; Charles L. Doane, Mutual Benefit Life, 2nd vice-president, and John E. Burrell, United Benefit Life, secretary-treasurer.

Seven Promoted By Manhattan Life; Lohm Named To V-P Post

Manhattan Life has promoted seven members of the home office staff, including Frederick W. Lohm, former director of agencies, who becomes vice-president and director of agencies, and Ralph P. Schaberg, secretary and treasurer, who has been named vice-president and secretary. Frank J. Finan, assistant treasurer, has been appointed treasurer.

Others promoted were Raymond J. Force, assistant treasurer, named assistant treasurer and manager of the bond department; Alvin W. Newman, assistant superintendent of agencies, southwest division, who becomes superintendent of agencies; Erwin W. Hahn, agency assistant, appointed assistant agency secretary, and John W. Kinder who has been named assistant manager of the claims department.



Frederick W. Lohm

With Company Since 1954

Mr. Lohm, after 18 years with Home Life, joined Manhattan Life as superintendent of agencies of the eastern division in 1954. He was promoted to director of agencies in 1957.

Mr. Schaberg rounded out 35 years with the company in August. He was appointed mortgage representative in 1945 and assistant treasurer in 1950. He has been treasurer since 1953, and secretary since 1956.

Mr. Finan, who has been with Manhattan Life since 1937, became assistant treasurer in 1955.

Mr. Force joined Manhattan Life in 1957 when the company reinsured Expressmen's Mutual Life, where he had been treasurer.

Mr. Newman has been with the company since 1955 when he became general agent at Amarillo, after having been with Minnesota Mutual. In 1957, he was appointed assistant superintendent of agencies with headquarters at Dallas.

Mr. Hahn had over 20 years experience in the life field, much of it with Metropolitan Life, when he joined the agency department of Manhattan Life. He has been with Life Office Management Assn. and before that was technical adviser to the director of insurance of the Veterans Administration at New York.

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CM Pension Plans are exceptional in flexibility, liberal benefits and low costs.

1. Four Types of Tailor-Made Plans

- **Retirement Annuity Plan:** a fully insured plan with a death benefit that is equal to premiums paid or cash value, whichever is greater.
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- **Profit-Sharing Plan:** the employees' annual profit shares may be guaranteed to their beneficiaries as much as 15 years into the future through a life insurance contract that has conversion guarantees which can be applied to the auxiliary fund built up over the years.

2. Liberal Dividends mean benefits at low cost for your client and his employers

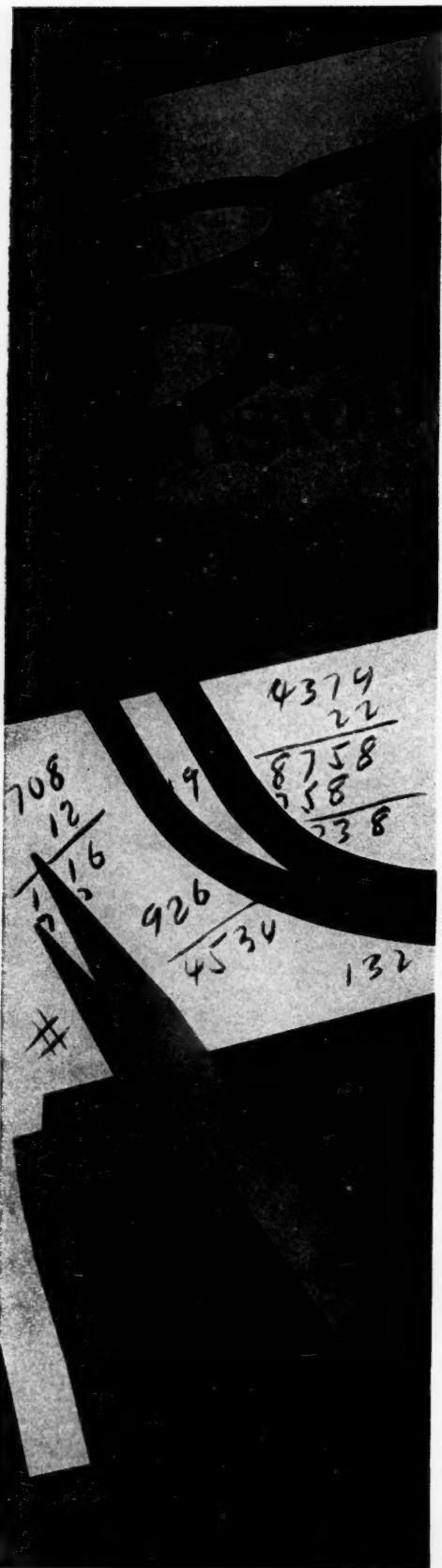
3. Wide Choice of Optional Settlements: the same variety of favorable options as under regular contracts.

4. Later Retirement Advantages: members may postpone election of options until actual retirement date thus earning additional interest and increased pensions.

5. Simplified Acceptance means that for plans with as few as ten participants, specified amounts of insurance may be issued without medical exams or conventional evidence of insurability—if applicants are 65 or under and employed at the time of issue.

6. Home Office Specialists: large staff devoting full time to legal, tax and technical problems. Full assistance in installing and servicing pension and profit-sharing plans. Specimen agreements provided at the request of prospect's legal counsel.

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Local Agents Could Sell Life Easily, If They Try: Zalinski

Complete insurance service is the truly big challenge of these times, Edmund L. Zalinski, executive vice-president of Life of North America, told Pennsylvania Assn. of Insurance Agents at its annual convention in Bedford.

He urged his agents to give their clients complete insurance service before someone else gives it to them. In the future people will tend to place their insurance with the agencies which offer across-the-board service and with which they have the most dealings, Mr. Zalinski predicted. This is particularly true if the agency represents a fleet of companies which offers attractive protection packages made easier to buy because of premium budget plans.

Not Difficult To Sell

Life insurance is not difficult to sell, Mr. Zalinski observed. The trend toward package policies on life, such as the family plan, permits agents to make sales without possessing a high degree of technical knowledge.

The independent agent is in an extremely favorable position in regard to prospecting for life clients because he has prestige with hundreds of people who already are his clients, prestige that may take a life man 10 to 20 years to build. The agent who has been in the property insurance field for any length of time has as much or more prestige and as great or even greater sales potential than the average full-time life agents, even though his agency may never have sold a life policy.

Armed with the right to a favorable interview and the knowledge of a client's circumstances, the property agent handling life can review this type of automobile, dwelling and commercial insurance owned by a client and thus determine his A&S and life insurance needs, Mr. Zalinski said.

How To Make Sales

Life insurance also is an ideal way to interest many people who appear to be committed to others for their general business, he said. "If you are the one who helps the prospect uncover and recognize a life insurance need, in nine cases out of 10 you are the agent who will sell him."

Mr. Zalinski warned agents that they will succeed in life sales only to the extent that they reserve a definite time each day, each week, or each month for life insurance activity. He recommended that agents make up a list of qualified prospects and set aside one day for calling on them. He observed that the chances are 10 to one that if the agent goes to the office first, he will be sidetracked into something else.

Definite Time For Life

The one or two man agency should set aside a definite time for life production, freeing themselves from inside work, so they can devote more time to life and A&S. As life volume grows, it will provide the funds successfully to establish a full time life department. The larger agency definitely needs a full-time life man. There is no substitute for having a qualified life man as a staff member when it comes to quality service, estate planning and business life insurance coverages, and profits. Where life insurance is everybody's job, it is

likely to wind up as nobody's job, not intentionally, but as a result of normal business pressures.

For those agents who want to know more about producing life insurance Mr. Zalinski advised the life underwriter training council's two year course. Life special agents will help analyze training requirements.

Preferred Risk Life Stock Sale To Non-Drinkers Only

Preferred Risk Life of Colorado Springs has filed a statement with the Security & Exchange commission seeking registration of 250,000 shares of its \$1 par value common stock to be offered at public sale at \$4 per share to non-drinkers only.

SEC, in a recent bulletin, noted that the company "intends to offer its securities through extensive use of the mails and an offering of its shares only to persons who signify they are total abstainers from alcohol." SEC said Preferred Risk Life plans to sell the securities direct so that no underwriting discount or commission will be incurred.

Hancock Expands A&S Form; Includes Lifetime Coverage

The first major expansion in its A&S policies has been introduced by John Hancock in the form of a lifetime hospital expense plan.

The extension of A&S coverage will be available for new policies applied for on and after Oct. 1. For existing policies, the improved coverage may be added on the next anniversary of the policy in 1959. John Hancock will permit the change to the lifetime hospital expense policy until Dec. 31, 1959, without evidence of insurability and without payment of back premiums for the additional coverage.

Is Guaranteed Renewable

The new policy is guaranteed renewable as long as the insured or his spouse, if a covered family member, lives. Premiums are payable for their lifetime.

The policy provides these per illness benefits for hospital confinement com-

mencing prior to the policy anniversary next following the covered family member's 65th birthday: maximum hospital expense benefit period, 180 days; maximum hospital services benefit, 15 times the daily hospital benefit, and maximum physician's in-hospital medical expense benefit, \$150.

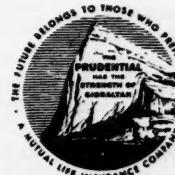
Per illness benefits for hospital confinement commencing on and after the policy anniversary next following the 65th birthday are as follows: maximum hospital expense benefit period, 60 days, and maximum hospital services benefit, 10 times the daily hospital benefit. After age 65, the physician's in-hospital medical expense benefit is not provided.

Moves Pension Office To Chicago

Pacific Mutual Life has moved its midwestern pension sales and service headquarters from St. Louis to Chicago. Donald R. Harrington will supervise pension operations in the Chicago, St. Louis, Indianapolis and Kansas City areas. The new office is at 39 South La Salle street.



This fall — Prudential continues its award-winning series, "THE TWENTIETH CENTURY" — penetrating programs dealing with the people and events that have shaped this century in which we live. You will see exciting shows — shows of significance and importance — subjects such as: The Red Propaganda Machine • Mission: Outer Space • The Hungarian Revolution • Jet Carriers • The Narcotics Problem • and many others.



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Editorial Comment

Competition With A Potent Leverage

To what extent are fire-casualty companies with life affiliates likely to insist on their agents giving them their life business as a condition of getting their less desirable property and liability risks accepted?

This development was mentioned, though only briefly, at the annual meeting of the Atlantic Alumni Assn. of the LIAMA schools in agency management but it has such potentialities that it deserves the top-grade thinking of the life insurance business.

The essence of it is something like this: Joseph J. Agent has a reasonably prosperous local insurance agency that represents several good fire and casualty companies and has a life insurance connection where Mr. Agent places his life business. He is very happy about this life insurance connection.

One day the special agent from the home office of his leading fire insurer drops in and says, "Look, Joe, we've got this life insurance affiliate now and we'd like to see you swing your life business our way. I don't want to be crude about it but as long as the insurance department keeps holding rates down we're going to be losing money on your automobile business—especially with all those teen-age drivers you insure—and frankly we need more than just your other fire and casualty lines to make your account profitable to us. If you can give us a respectable amount of life insurance business it would make those lousy automobile liability risks look a lot better to our underwriting department."

This is not a new technique to the general insurance agent. Certain types of business have long been known as "accommodation lines." The experience on them is notoriously sour. It seems impossible to get a high enough rate to make it produce a profit, so companies accept them only on condition that they get a reasonable amount of good risks, like residence fire, along with the sawmills and the under-25 male drivers.

In recent years the property and liability insurers, especially the automobile liability companies, have had trouble not only with getting adequate rates approved but by the knowledge that if they did, they would only be driving more of their business to the cut-rate, captive-agent fire-casualty companies.

Are we approaching the day when nearly all fire and casualty lines will be regarded by the insurers who operate through independent local agents as "accommodation lines," and hence acceptable only if sweetened by a slug of the agency's life and/or A&S business? If so, what will this do to the very large volume of life business written now by life companies having no fire or casualty affiliates?

The harder it is to obtain adequate rates on fire-casualty lines and the tougher the competition from the cut-rate fire-casualty insurers, the great-

er the incentive the independent local agent's companies have for looking for something to make the agency's total business acceptable and profitable, even if some parts of it are not and are never likely to be. For this risk-sweetening job, life insurance is on a par with insuring pig-iron under water.

It has generally been assumed in the life insurance business that the entry of fire-casualty companies into life insurance doesn't pose much of a competitive threat, since the typical general insurance agent interested in writing life insurance has a satisfactory connection for it and would probably stick with it even though a fire company in his agency announces that it now has a life company affiliate and would like some life business, please.

But if life insurance is to be used as the *quid pro quo* in the placing of general insurance lines, this leverage could have quite an effect on where the local agent places his life business. Carried to its theoretical potential—which as a practical matter seems unlikely—this "accommodation risk" strategy could pretty well choke off the life business that now flows in such large volume from general insurance agents and brokers.

What can be done by the life companies that are currently getting this life business from general insurance men and have no affiliation with any fire or casualty company? Some of them have been trying to buy fire-casualty insurers but if they are licensed in New York, even though not domiciled there, they are stymied by the provision of the New York law that prevented Connecticut General Life from buying control of National Fire of Hartford. Nearly all the big life companies have in the last year or so looked into the possibility of buying a fire-casualty insurer but since most of them are licensed in New York they had to shelve their plans. But many still feel they are the victims of unwarranted discrimination, since a fire-casualty company is not prevented from acquiring or creating a life company.

One answer that may find wider use is an "affiliation" like that recently consummated by State Mutual Life of Worcester, Mass., and Worcester Mutual Fire. Each insurer's agents can place business through the other, just as if there were common ownership.

One aspect of the problem is, What happens if a general insurance agency's life business is insufficient in volume to keep the fire-casualty insurer happy about continuing to put up with poor experience on the agency's automobile and other "accommodation" business? Will the insurer insist on the agency going out and beating the bushes for more life insurance than it normally writes? Will this still further invade the field for the usual type of life insurance sale by agents specializing in life?

We don't pretend to know the answers to these questions but it seems safe to say that when so huge a volume of business is at stake the struggle for it will assume heroic proportions.—R. B. M.

Personals

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Weekly Newspaper of
Life Insurance



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Coffin To Head New Hartford University

HARTFORD—Vincent B. Coffin, senior vice-president of Connecticut Mutual Life, has been elected the first chancellor of the newly organized University of Hartford, effective Jan. 1.

In making the announcement, John G. Lee, chairman of the university's board of regents and director of research of United Aircraft Corp., said, "We are particularly indebted to Connecticut Mutual Life for releasing Mr. Coffin to accept the position. This is just another example of the extraordinary cooperation the new university is receiving from all segments of the community."

Said President Charles J. Zimmerman of Connecticut Mutual: "Our regret in losing the distinguished services of Senior Vice-president Vincent B. Coffin is softened by the knowledge that he now has the opportunity of even greater service to the University of Hartford, the cause of higher education and the public generally in his new position as chancellor of the university."

The university, chartered last year, is a consolidation of four well established Hartford institutions—Hillyer College, Hartford Art School, Hart College of Music, and Ward School of Electronics. At present the university has a total enrollment of more than 8,000.

Mr. Coffin's Background

Mr. Lee told a press conference in Hartford of the considerations the regents had in mind in selecting a chancellor, and said:

"Since the University of Hartford is a community institution serving Connecticut, we feel the chancellor should be a man who really knows this area and in whom the people of our community have complete confidence. We feel further that we want an able, mature man who is gifted in getting on with people. We sought also a man who has had varied experience in many educational levels—in teaching, school administration and on the board level, and who at the same time is an outstanding administrator in the business world."

"Not only do we feel that Mr. Coffin is unusually experienced in all these respects but his long and varied career in all types of civic enterprise has given him a unique understanding of the need of the community."

Mr. Coffin, a grandson of former Gov. O. Vincent Coffin of Connecticut, was born in 1897. He formerly taught economics at New York University and directed its life insurance training course. His father was a general agent

of Provident Mutual at Albany. Mr. Coffin is a past president of Life Underwriter Training Council and is a member of the board of American College. In 1954 he received the John Newton Russell memorial award conferred by National Assn. of Life Underwriters for service to the institution of life insurance beyond the call of duty.

In Hartford, Mr. Coffin is a member of the city council, a corporator of the American School for the Deaf and Hartford Hospital. He is a director of the Institute of Living and chairman of the committee for the Jefferson House for the Aged. He is a past president of the Hartford Council of Churches and of the Hartford Community Council on Services for Older People.

Mr. Coffin is national secretary of United Community Funds and Councils of America and is chairman of the National Travelers Aid Assn.

University Founders, composed of 250 civic, educational, business and political leaders in Connecticut, is currently undertaking a campaign for \$8 million to erect the initial buildings on the recently acquired 150 acre campus on the outskirts of Hartford.

L. A. Agents Hear Sales Tips; Report On Dallas

Some 300 enthusiastic members of Los Angeles Life Underwriters Assn., at a recent coffee and doughnut breakfast at Hotel Statler, heard Harold S. Parsons, a leading agent of Travelers and past chairman of Million Dollar Round Table, and William E. Choate, 1957 rookie of the year for New England Life, give their secrets of sales success.

Robert A. Brown Jr., Pacific Mutual, association president, summarized events at the national meeting in Dallas, at which he was chief Los Angeles representative.

Mr. Parsons, in his 31 years with Travelers, has led his company nationally in sales volume for 10 of the last 13 years. A professional with work habits that give him maximum control of his time, Mr. Parsons said that he has developed a large volume of business with chain store managers of Woolworth's, Penney's, Grants and other stores.

Compares With Chain Store

Comparing his business with that of a chain store manager, Mr. Parsons, (1) strives to reduce shrinkage of time, (2) keeps the number of unit transactions close to 150, (3) keeps records, (4) hires efficient help, (5) attempts to increase number of unit sales and the size of those sales.

Mr. Choate, who trained on estate planning and business insurance in college, had production for last year—his first in the business—of more than \$1 million.

His market consisted of (1) good friends willing to listen to his advice, (2) college alumni, (3) successful and older business friends and, lawyers and (4) good general insurance agencies.



Vincent B. Coffin

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Ask any North American Agent what he thinks of his contract! It's unbeatable!

There are other reasons, too, why top insurance men know it's smart business—profitable business to work with the North American Accident Insurance Company—Chicago.

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- Extra Incentives to supplement your production achievements.

If You Are Interested In Making Money Not Just Today But Years From Now—remember you can start a chain reaction of sales by writing

S. Robert Rauwolf, Vice President, Dept. J

*The familiar abbreviation for the North American Accident Insurance Company—one of America's oldest and strongest Personal Insurance stock companies.



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Packaging Fund Shares Is Found Spreading

(CONTINUED FROM PAGE 1)

in its own business as it is of the doctor buying term or minimum deposit insurance and putting his money into mutual fund shares for investment."

Mr. Hosch said a life manager's company's attitude toward minimum deposit plans or anything else usually has a good deal to do with the manager's attitude. Of managers opposed to minimum deposit insurance he

asked: "If your company were to offer such a contract tomorrow, would you be for it? You'd have to be!"

Mr. Hosch said that if clients are going into equities, the agent can provide them, he can work closely with the client's investment counsel, or he can oppose investing in anything but life insurance cash values. The first is unavailable, the second is

questionable, and the third is suicide, he said.

On the question of minimum deposit or bank loan plans the industry, he said, is divided with no common ground. He said the agent who sells the minimum deposit must deal with above-average buyers, for if he were to sell to the average buyer "he would put us out of business."

Phoenix Mutual requires that buyers meet certain specific qualifications as respects their earning power and the percentage of their incomes going

into the contemplated insurance and all other life insurance. Recognition of situations for which the plan is suited is most important or a sale is just an invitation to a lapse.

The future of the minimum deposit plan, said Mr. Hosch, will rest heavily on the thinking in the life insurance industry about the variable annuity and "its close relatives."

"If we ever get to the point where we as an industry are selling economic units (as opposed to dealers for future delivery) it may spell the end of minimum deposit," he said.

Chester Jones Moderator

Mr. Hosch's talk was part of a panel moderated by Chester R. Jones, general agent of Massachusetts Mutual at Washington. The panel also discussed family plans and multiple-line selling.

The family plan discussion brought to light some outspoken resentment against alleged twisting as part of the sale of the family plan. Members from Newark were particularly incensed at happenings there which they cited. There was some debate about the association taking a stand and trying to

OFFICERS ELECTED

President—Arthur W. Schmidt, New England Life, New York.

Vice-president—Robert L. Snowden, Metropolitan Life, Trenton.

Secretary-treasurer—Chester R. Jones, Massachusetts Mutual, Washington, D. C.

Directors—C. C. Coffin Jr., Connecticut Mutual, Rutland, Vt.; J. Arthur Cope, Berkshire Life, West Hartford; Richard T. Hughes, Aetna Life, Syracuse; James Matrullo, John Hancock, Staten Island, N. Y., and B. Carl Wharton, Fidelity Mutual, Harrisburg.

get the situation remedied in Newark and elsewhere but it was finally concluded to let the question be decided at the business session next day, at which time it was decided that other organizations could handle the matter more appropriately.

Discussion of the family plan was led by Robert W. Boas, district manager of John Hancock at West Roxbury, Mass.

Opposing Multiple-Line Views

J. Arthur Cope, general agent of Berkshire Life at West Hartford, discussing multiple lines, said that eight months ago he formed a corporation with an associate, to write general lines. Mr. Cope himself is not even licensed for fire or casualty, but corporation enables him to refer clients interested in fire or casualty to his associate in the corporation. The arrangement has solved his problems as far as multiple line is concerned—but he said not one case has come from his life agents who used to deplore the lack of fire-casualty facilities.

Norris Maffett, general agent for Connecticut Mutual in Philadelphia, said he wondered whether the general insurance man can accept the "life insurance climate," and whether the life agent doing a fire-casualty business can still contain the life insurance climate. While conceding that in a changing world nothing is positive, he said that nevertheless "we are going to try to avoid dilution by staying out of multiple line."

The keynote speaker, Charles G. Heitzeberg, agency vice-president of Mutual Benefit Life, warned against using volume as the criterion of success.

"Volume in itself is an enormously misleading figure," he said, "and yet

General American Life in U.S. News & World Report

This ad in U. S. News and World Report is part of a year-long program working for General American Life field associates. It's telling 3,500,000 readers of "America's class news magazines" about Masterplan . . . and other appealing plans offered by the Company. General American advertisements also appear in Time, Newsweek, Fortune, Business Week, and Nation's Business.

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General American Life
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If you've already reached the top, chances are MASTERPLAN is not for you. It's insurance especially planned for men on their way up with promising careers whose responsibilities—and needs—will change with the years.

MASTERPLAN is uniquely flexible—combines savings and protection. Today you may need it only for family protection. Later you may want it to educate your children. Or you may use it for emergency or opportunity funds. Or later for retirement. MASTERPLAN lets you postpone your decision . . . becomes a source of protection, savings, and profitable investment all in one.

Your General American Life representative has the details on how MASTERPLAN may become your complete life insurance program . . . or the complement of present coverage.



GENERAL AMERICAN LIFE INSURANCE COMPANY



ST. LOUIS, MISSOURI

most of all other Mr. H the au themselves ards for standar "It's ultilating be a p afraid ergies C I can't many an ind company of determine standar both the decisio Specifi "Dec compe really sion H

most of us seem to worship it above all other criteria of success."

Mr. Heitzberg said it is imperative that decision makers—including all in the audience—should establish for themselves an acceptable set of standards for decision making. The important thing, he said, is that individuals and companies recognize the need for standards.

"It's healthy as can be and it's stimulating and it's exciting as can be to be a part of an industry that is not afraid to focus all its brains and energies on improvements," he said. "But I can't desert the thought that hounds many of us and that thought is that an individual and an agency and a company have a character and the nature of that character is pretty much determined by the motives and the standards of those who must make both the small decisions and the large decisions that affect our policyholders."

Specific Decisions Secondary

"Decisions on new coverages, new compensation plans and the like are really secondary, once the big decision has been made and that one big

decision, simply stated, is to establish a set of standards for decision making with which you can live in good conscience and with the firm belief that expedience and the pursuit of mere numbers have not chipped away at integrity and purpose.

"If an organization and an individual have the courage to make the decision to live with a set of standards and to make decisions within the framework of those standards, then none of us need ever have concern over change and over innovation, because the right decisions will have been made—decisions that have genuine meaning and positive intention and proper purpose."

An Address Of Welcome

Paul Guibord, Mutual Benefit Life general agent at Newark and president of the Atlantic Alumni Assn., gave the address of welcome at the opening of the meeting, and also presided at the business session.

The second day's session had as speakers Charles K. Reid II, LIAMA associate director of company relations; Donald Bramley, LIAMA direc-

tor of managerial training, and Lewis W. S. Chapman, LIAMA director of company relations.

There was a panel on "Your Hottest Ideas," which was moderated by Arthur W. Schmidt, New England Life, New York City, newly elected president of the alumni group.

Mills To Address Milwaukee CLUs

Paul S. Mills, managing director of American Society of CLU, will speak at a dinner meeting of Milwaukee CLU chapter, Oct. 6. The chapter is celebrating its 25th anniversary.

Haggerty Elected To Head United Benefit GA Assn.

W. V. Haggerty, general agent at Syracuse has been named chairman of the Eastern General Agents Assn. of United Benefit Life and Companion Life. Mr. Haggerty's appointment was announced at the association's conference held at Sea Island, Ga.

Named to the board were Ray Sheehan, New Jersey; Gordon McCown, Vermont-New Hampshire; D. A. Long, Connecticut; and F. T. Van Urk, Philadelphia.

You earned almost \$2,000 in commissions and overriding in first six weeks as our General Agent



Mr. Eugene Spain
P. O. Box 386
Manchester, Georgia

Dear Gene:

Your Protective Life associates are indeed proud of the fine record of production which you have compiled during your first six weeks as a Protective Life General Agent.

Even though you were an experienced life insurance salesman before coming with Protective Life, I feel sure that you might reasonably have expected a period of readjustment in your change from one company to another. Actually, the reverse action occurred. Your rate of production increased from the very first week with Protective Life to such an extent that during the first six weeks with our Company you earned almost \$2,000 in first year commissions plus overriding, and at your present rate of production your 1958 earnings will exceed last year's by a very large percentage.

While we at Protective Life believe that our methods, our policy contracts, and our sales material have been instrumental in helping you get started with us on a very firm foundation, we fully realize that the greater share of the credit is yours.

Gene, there are any number of good companies with whom you could achieve life insurance success. You hold the key within yourself. Protective Life is grateful that you are giving it the chance to provide the opportunity.

Your sincere good friend,

William J. Rushton

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H. P. Skoglund—President J. E. Scholfield, CLU—Vice President, Director of Agencies

NORTH AMERICAN INSURES CONFIDENT LIVING

Changes In The Field

Prudential

E. A. Moore, has been named manager at Memphis. He has been a training consultant at the regional home office at Jacksonville, Fla.

Douglas J. Jones, former regional supervisor of eastern Pennsylvania, has been appointed manager at Kings-

ton, Pa. He joined the company in 1939 at Bethlehem and was appointed assistant manager at Easton in 1951. He became a training consultant in 1955.

Continental Assurance

Robert H. Hawkins has been appointed manager at St. Louis. He was

formerly assistant manager at Detroit. Laurence A. Burk becomes assistant manager at Detroit. Mr. Hawkins entered the life business in 1946; Mr. Burk in 1954.

Appointed general agents are: Z. P. King at Dallas; G. W. Gramley, Texarkana, Tex., and Dan N. Saye, Oklahoma City. Mr. King has had agency and home office experience since 1949. Mr. Gramley started in insurance in 1949, and Mr. Saye began as an agent in 1956, qualifying for MDRT one year later.

Franklin Life

Jerome K. Barrett has been appointed general agent in Redding, Cal. He has been with George A. Landis, California state manager in the Whittier agency for four years. Mr. Barrett is presently instructor of part one of the LUTC course being held at Shasta College in Redding. He joined Franklin in 1954 and has consistently placed among the company's national sales leaders. In addition to personal production, he will develop an agency organization for the company in several northern California counties.



J. K. Barrett

North American Life

The company has established the Johnson & Fink agency, Staton Johnson and John Fink, co-managers, with offices at 808 Ingleside avenue, Baltimore. During a recent sales drive the Johnson & Fink Agency ranked among the leading agencies of North America. Mr. Johnson was with Equitable Society for more than nine years as an agent and assistant manager. Mr. Fink, also formerly with Equitable Society, was also a credit manager with Allied Building & Credit Co. for six years.

State Mutual Life

Norman R. Nelson has been appointed manager at New York to succeed Timothy W. Foley who resigned as general agent, but who remains with the agency as director of brokerage sales. Mr. Nelson entered the life business in 1955 with Prudential at Freeport, N.Y. He became assistant manager in 1957.

Penn Mutual Life

John H. Preston has been appointed general agent at New Haven to succeed Howard V. Krick who died last



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—SAYS LAWRENCE 'PETE' LELAND, MANAGER OF AGENCIES, AMERICAN UNITED LIFE INSURANCE COMPANY

"SELLING life insurance is not a one-man proposition.

"Here at American United, we believe in providing the best help available for our agents everywhere.

"The Home Office team members pictured here are specialists in their fields. They are dedicated to helping you do a better job for yourself, your policyholders and your company.

"This is the philosophy of partnership—the way it is here. It's a philosophy that helps our agents win!

"You'll like getting to the top with our American United team."

Your home office "partners"—key personnel who back you in the field—are pictured in background of above photo. At desk, left to right: Ken Triax, CLU, and Ed Thomas. Behind desk, left to right: Earl Mulcahy, Carl Shaeffer and Bob Thompson, CLU. Right-hand group: Max Hittle, CLU, Harold Petersen and Brady Minnis.



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XUM

July, and Maurice E. Walsh succeeds Henry M. Fraser Jr., retiring general agent at Boston. Mr. Preston joined the company in 1946 and has been supervisor at New York since 1953. Mr. Walsh started his career with Penn Mutual at Rochester, N. Y., and became manager at Geneva, N. Y., in 1955. He was appointed general agent at Orlando, Fla., in 1957.

Mutual Of New York

Agencies have been opened at Baton Rouge, La., Berkeley, Cal., and Anaheim, Cal., with the following managers, respectively, Mrs. Eunice Bush,



Gregory G. Kosmos



Mrs. Eunice Bush

Gregory G. Kosmos and Douglas D. Eve. Also appointed as managers at Richmond, Santa Rosa, Cal., and Los Angeles, respectively, were Hallett W. Mapp, Bruce Goshorn and Glenn D. Taylor.

Mrs. Bush, who has been on the home office sales staff for managerial



Douglas D. Eve



Hallett W. Mapp

training since last July, joined the company in 1931 at New Orleans. She was transferred to Baton Rouge the following year and became assistant manager in 1945. She is a past president of the Baton Rouge Life Underwriters Association and a former trustee of NALU.



Bruce Goshorn



Glenn D. Taylor

Mr. Kosmos has been at Oakland, Cal., since 1951. He was advanced to assistant manager in 1955 and transferred to the home office staff for managerial training last February.

Mr. Eve, manager at Los Angeles since 1955, joined the company there in 1947. He became assistant manager in 1949, and a year later was appointed manager at Vancouver, B. C., Can.

Mr. Mapp succeeds Clarke H. Williams, who has been promoted to the home office sales staff. Mr. Mapp was assistant manager at Richmond until last February when he was transferred to the home office for managerial training.

Mr. Goshorn succeeds George A.

Norwood, who has been advanced to the home office sales staff. Mr. Goshorn entered the life field with Mutual of New York at San Francisco and became assistant manager in 1956. He has been undergoing special managerial training at the home office since last February.

Mr. Taylor started his life insurance career with the company at Los Angeles in 1953 and became assistant manager at Pasadena that same year. He has been on the home office staff receiving managerial training since last February.

Mutual Trust Life

Gerald B. Dewey will be field supervisor in the midwest for Mutual Trust. He was with New York Life at Chicago for the past two years as an agent and agency instructor.

United Benefit Life

Three new general agents have been appointed: Joseph C. Odell for the state of Montana, J. L. Saggau at Wichita, Kan., and John Sudbay at Storm Lake, Ia.

Mr. Odell began in insurance with the company in 1953 and was sales supervisor and district manager for the C. C. Elson agency in Des Moines and later a field trainer and unit manager in Indianapolis.

Mr. Saggau was a former district manager in St. Joseph, Mo., for the



J. C. Odell



J. L. Saggau



John Sudbay

W. C. Tarpenning agency and before that was a leading sports figure in the midwest.

Mr. Sudbay began with the company 10 years ago and has been a unit manager in Cleveland and Muncie, Ind.

To implement a major sales expansion program in northern California, six new managers have been appointed by United Benefit Life. They are: Jack B. Taylor, general agent at Oakland; E. S. Adams Jr., general

agent at San Jose; H. O. Smith Sr., general agent at Fresno; Charles A. Shubert, general agent at Stockton; Vincent Monitto, manager at San Francisco, and Richard Kemper, manager at Sacramento.

Mr. Taylor was previously general agent for Montana, and Messrs. Adams and Shubert held similar positions at Wichita and Storm Lake, Ia., respectively. Mr. Smith has been district manager at Fresno, Mr. Monitto has been sales director of the company, and Mr. Kemper has been western regional sales director.

Pacific Mutual Life

Randall K. Hunter has been named manager at Memphis. He has been with the company since 1953, most recently as supervisor in Oakland, Cal. He will now head the company's expansion throughout Tennessee and Mississippi.

Washington National

Frank C. Trenery has been appointed general agent in Wichita, Kan., with new offices at 2320 East Central. He entered insurance in 1951 as an agent for another company. In 1952 he was appointed assistant manager and in 1954 became branch manager

in charge of sales operations for the state of Kansas, which post he leaves to go with Washington National.

Occidental Life Of N.C.

Ernest W. Goodwin has been named supervisor of operations in New Mexico with headquarters at Albuquerque.



F. C. Trenery

**KNOCK ON ANY DOOR
FOR PROSPECTS GALORE
UNITED FAMILY BENEFIT
almost sells itself!**

ONE uniform, low premium (\$25 per unit) adequately covers mother and children!
Father simply adds each unit to basic United Life policy!
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PLUS MANY OTHER FEATURES—WRITE!!

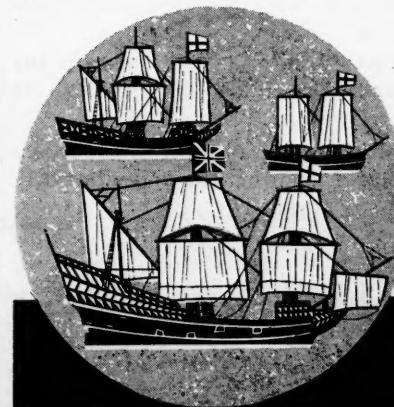
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Well found ships are fully equipped, stem to stern. Insurance companies too can be 'well found'—equipped with complete lines of competitive Life and A & S contracts. Atlantic is such a company.

More Than a Half Century of Service



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INSURANCE COMPANY

HOME OFFICE
RICHMOND, VIRGINIA

Home Office Changes

United Life & Accident

Harry E. Barrett, former assistant secretary, has been named claims manager and Thomas M. Hardiman, who has been with the company since 1953, becomes assistant treasurer. Also appointed were John B. Tewksbury as assistant secretary and direc-

tor of policy service and Andrew Vogt, who becomes associate actuary.

Pilot Life

Angelo Fergerson and Lee Rorex have been named agency assistants in the agency department. Mr. Fergerson is a former division manager with

Prudential at Greensboro, N. C. Mr. Rorex has been with Commonwealth Life.

All American L.&C.

Harry Howe has been named supervisor of the group department. He began in the group field with Continental Assurance in 1948, becoming a group supervisor there in 1954.

Connecticut Mutual Life

Julian C. Pease, executive vice-president of the New Britain Tool Co.,

has been elected a director. He is also a director of the New Britain Trust Co.

Mutual Of New York



George M. Gillet III has been appointed assistant director of advertising and Donald J. Mertz and Charles R. Murrah become superintendents of agencies. Other appointments are Clarke H. Williams and George A. Norwood, who have been named sales staff.

Mr. Gillet has been with E. I. du Pont de Nemours in public relations and sales promotion work for the past six years. He has also been with Maryland Blue Cross.

Mr. Mertz joined the company in



Charles R. Murrah



Donald J. Mertz

1947 in Milwaukee and became assistant manager in 1950. After his advancement to the home office sales staff for managerial training in 1954, he became a manager at Chicago. He returned to the home office as director



Clarke H. Williams



George A. Norwood

of recruiting later in 1954, and last February was named director of field training.

Mr. Murrah entered the life field in 1949 and later that year joined Mutual of New York at Shreveport, La. He became assistant manager two years later. In 1955, he was advanced to the home office staff for managerial training and later that same year was appointed manager at Kansas City, Mo. He was named director of recruiting at the home office last February.

Mr. Williams joined the company at Richmond in 1947, and became assistant manager in 1949. He was named manager in 1953.

Mr. Norwood joined Mutual of New

Service Guide

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WHAT IS IT?

It is a color-slide sound presentation that is shown by a projector no larger than your briefcase. It's completely automatic in operation. Set it up, sit back and the story of Split Dollar insurance is graphically presented in full color. There are no interruptions, the prospect's undivided attention . . . both eye and ear . . . is focused on what you have to sell.

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A Prospect says:

"... highly impressed with film presentation . . . was able to understand Split Dollar Plan for first time." Result: \$100,000 proposal.

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"The Split Dollar film is terrific! We have shown it to quite a few people and turned them into

prospects. I feel we will develop at least a million dollars worth from past showings. Who knows how much in the future!"

Financial Editor says:

"It's putting life in life insurance selling. It is akin to bringing color television to the executive." Robert Seltzer, Financial Editor, Cleveland Press in his copyright column "Business and Finance."

HERE'S WHY IT WORKS

. . . automatically answers many objections before they arise.

. . . stimulates questions which indicate the prospect's interest in the plan as related to his own case.

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. . . opens doors to referred leads.



National Life of Vermont
Insurance Company of Montpelier
Founded 1850, Purely Mutual

York at Oakland, Cal., in 1947, and was named assistant manager two years later. In 1950, he transferred to San Francisco in the same capacity and more recently was named manager at Santa Rosa, Cal.

Bankers Life Of Nebraska

Henry W. Fouts, training director, has retired after 31 years with Bank-



Henry W. Fouts



Frank W. Rei

ers Life. He joined the company at Omaha in 1927, was made general agent at Clarinda, Ia., in 1929, and became agency supervisor in 1932. He later became regional manager for South Dakota, Iowa and Missouri, then in 1945, director of education.

Frank W. Rei succeeds Mr. Fouts as training director. He joined Bankers Life at Portland, Ore., in 1948, becoming assistant general agent there in 1952. He was named assistant director of training in 1954.

State Mutual Life

Arthur A. Dunn, former secretary of the group division, has been named assistant to the president and will be in charge of operations in conjunction with Worcester Mutual, the fire affiliate. He joined the company in 1948

and before that was with Hardware Mutual Casualty of Wisconsin.

Robert H. Carey, assistant underwriting manager since 1957, becomes underwriting manager. He has been with the company since 1949.

Life Of Virginia

Dr. J. Morrison Hutcheson Jr., a member of medical staff, has been elected assistant medical director. He is in private practice as a specialist in internal medicine. He has been with the company since last January.

Bankers National Life

Albert C. Windolf, treasurer since 1935, has been named to the newly created post of treasurer-comptroller. He joined the company in 1935, and has been manager of the policy loan department, appraiser of real estate loans, accountant and assistant treasurer.

Western & Southern

William Highfield, editor of Insurance R&R, has joined Western & Southern Life in charge of sales development of the company's new A&S department. Mr. Highfield's experience includes home office duties with Loyal Protective Life. He started his insurance career with Northwestern National.

Mr. Highfield is a past president of the Indianapolis and Indiana Assns. of A&H Underwriters and is treasurer

and a member of the board of Disability Insurance Training Course. He is currently secretary of both the Indiana and Indianapolis associations.

North American L. & C.

John C. Skoglund has been appointed agency comptroller for North American L. & C. He has worked in several company departments during the past years, including sales and home office underwriting. He was formerly director of self-employed insurance sales.



John C. Skoglund

He began in insurance in 1955 with Mutual Benefit Life.

Edward A. Fish, formerly vice-president and director of agencies of Lincoln Income Life, has been named president of **EQUITY ANNUITY LIFE**. He entered the business with Commonwealth Life in 1946 and later joined New England Life.

John D. Griffiths has been named vice-president and director of agencies for **NATIONAL EQUITY LIFE** of Little Rock.

New Montana Insurer

Treasure State Fire & Casualty, a wholly owned subsidiary of Treasure State Industries, is being incorporated in Montana with a capital listed at \$500,000.

Treasure State Industries was formed last February at Butte to develop new industries. So far it has acquired a wholly owned subsidiary, Montana Packing Co., at Great Falls and is operating it. Treasure State Industries is incorporated at \$15 million.

LOOK HERE!

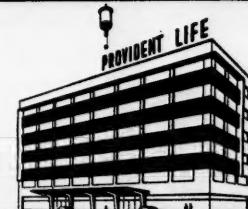
With a proven sales record, and if living in one of the Provident States*, we may have just the opportunity you are looking for.

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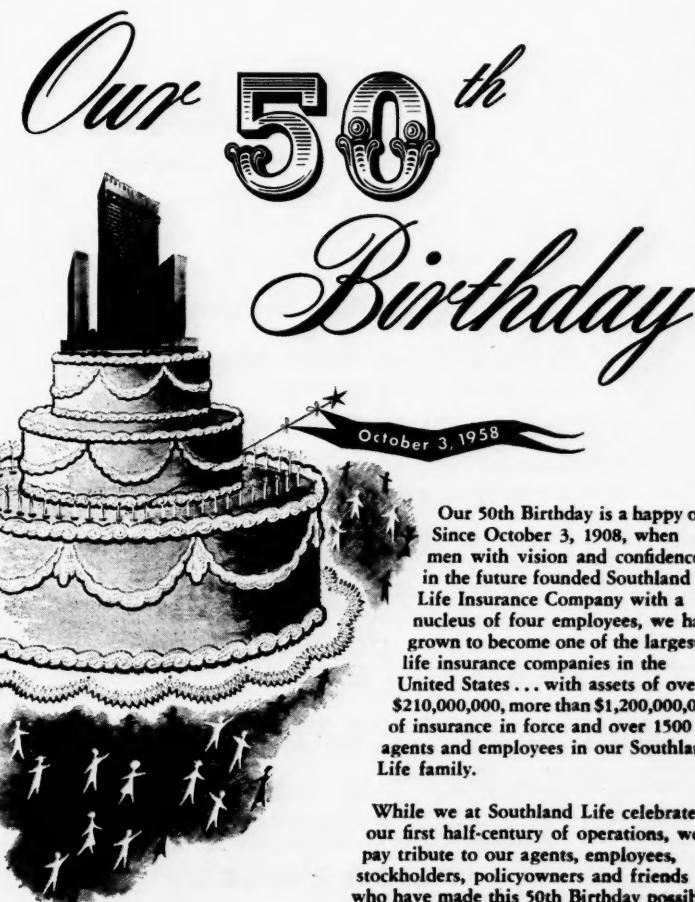
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Write in strict confidence to:
Joseph Dickman,
Agency Vice President

*THE PROVIDENT STATES"
Minnesota, North Dakota, South Dakota, Montana, Wyoming, Idaho, Washington, Oregon, California, New Mexico.



PROVIDENT LIFE
INSURANCE COMPANY
BISMARCK, NORTH DAKOTA



Our 50th Birthday
October 3, 1958

Our 50th Birthday is a happy one. Since October 3, 1908, when men with vision and confidence in the future founded Southland Life Insurance Company with a nucleus of four employees, we have grown to become one of the largest life insurance companies in the United States... with assets of over \$210,000,000, more than \$1,200,000,000 of insurance in force and over 1500 agents and employees in our Southland Life family.

While we at Southland Life celebrate our first half-century of operations, we pay tribute to our agents, employees, stockholders, policyholders and friends who have made this 50th Birthday possible. With their continued support Southland Life can truly Face the Future with Confidence.

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Hot Ideas For Management' Panel Featured At LIAMA Atlantic Alumni Assn. Annual Meeting

(CONTINUED FROM PAGE 4)

is the scarcity of good clerical help or the inconvenience of travel facilities for already established personnel. He suggested that each agency weigh these plus and minus factors before making any move. He added, however, that his agency had made the flight to suburban Hartford and had found that it worked out well.

Motivating Older Agents

In his talk on "A Successful Plan for Motivating Older Men," Edward C. Jahn, general agent of Connecticut Mutual at Newark, said the inclination of many agencies is to take too much for granted the talents and experience of the older, established agent. These men are human, too, Mr. Jahn said, and the tendency of management is to neglect them while it concentrates on recruiting and new-agent training. The tried and true agent needs, even requires, attention, too, Mr. Jahn said.

The morale of an agent, especially an older man, Mr. Jahn warned, is not going to remain high and in turn his production will tend to fall off, if he feels that management is not so interested in him as it is in the youthful recruit. Then, too, Mr. Jahn noted, the old-timer can be a valuable asset in the training of new men, if his talents in this field are only utilized by management.

Marginal Agent Detrimental

In a direct and no-holds-barred speech entitled "Cultivating New Growth by Cutting Out Dead Wood," Arthur H. Bikoff, general agent of Aetna Life at New York, warned those

with managerial responsibilities that hanging on to the low-grade producer can work serious detriment not only to the agency, but to the failing agent as well.

Certainly, Mr. Bikoff said, the failing agent is getting into debt because of his low production. At the same time, his estimation of himself as a man is falling off considerably because he is in a business for which he obviously feels he has no talent.

"Success breeds success," Mr. Jahn said, and a new agent coming into the business is not inclined to stick it out if his co-workers are men who simply cannot produce. He suggested that general agents and managers face up to reality and do themselves and the failing agent a real service by letting him go.

Gives Stiff Quota

Mr. Jahn also had some hints on discharging personnel. He said that his system is to give a deadwood producer a three-month production quota which, of necessity, is rather high. The man is also given his notice in the form of alternatives—if he makes the quota, he is in, and if he does not, then he will be fired. The man who tops his quota under these circumstances proves to himself and his agency that he is equipped to stay in the business. The man who does not finds his way into a field he has more talents for.

Mr. Jahn asked association members to put these questions to themselves to determine what has been the loss to management when this most urgent

of all industry problems is put off by procrastination: "How many of the men you've retained have eventually made it in the insurance business? Was the time and money loss—and the ulcers—worth it? Did you neglect the fine agents in your office because of time spent with failures?"

Oval A. Hosch, manager of Phoenix Mutual at New York, in his talk on helping young agents prospect for interviews said that prospecting is a key factor in sales and that methods vary considerably with the circumstances.

Mr. Hosch told of one agent whose well of prospects had run dry and who resorted to pulling names out of a city directory. In blind telephone calls and with only two to three minute conversations, the agent informed prospects of the new benefits attainable under the latest provisions of the social security law. When he was finished he had not only given the prospect a rundown on the law, but had acquired quite a lot of information about the prospect and his financial condition.

No sales talk was involved at this

point, but the phone interview was followed up with direct mail advertising with surprising results. Mr. Hosch added that this approach is not new by any means, but it still works when the agent is barren of prospects. He questioned its practicality for the long haul, however.

Clinics Are Two-Way Streets

"Sales Clinics Get Results" was the talk given by C. C. Coffin Jr., newly elected director of the association, and general agent of Connecticut Mutual at Rutland, Vt., who said clinics are a two-way street. The agents are called on to give their own talks and sometimes to give a sample of their sales presentations. This, he said, can be quite helpful in organizing agents' thinking. From the management standpoint, he said, clinics give the general agent and manager a better understanding of what is going on in the field and how his agents are faring.

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LIC Resolution Hits Total-Income Tax Basis At Atlanta Meeting

(CONTINUED FROM PAGE 2)

taxes as they might choose. HR 13707 recognizes this fact by the provision for an alternative minimum tax to avoid the situation of a complete vanishing of mutual company income taxes. However this "floor" is based upon the "net investment income" theory.

D. It is in the interest of the public that stock and mutual life insurance companies compete for public acceptance. That competition cannot continue if a discriminatory tax advantage is available on either side. Under any "total income" approach so far devised, stock life insurance companies must be at a serious competitive disadvantage.

Be it further resolved that Life Insurers Conference again declares its firm support of the "net investment income" approach along the lines of some variation of the "Mills" law, or some other suitable "net investment income" approach; and

Be it further resolved that the conference's representatives on the joint federal income tax committee shall be governed in their action by this resolution; that they strive to find a common ground with other segments of the business without abandoning

ALC Completes Program For Annual Confab

(CONTINUED FROM PAGE 1)

sessions will be Dr. Paul E. Klopsteg, president-elect American Assn. for the Advancement of Science. The title of his address is "Urgent: More Private Support for Education."

The Thursday morning general session will open with an address, "The Health Insurance Council Story," by chairman-elect of the council E. J. Faulkner, Woodmen A&L. The second speaker, Clarence J. Myers, New York Life, has entitled his talk "Towards A Management Policy." He will be followed by Virgil H. Smith, president of Beneficial Life, whose address is "Not By Bread Alone." The final speaker of the morning program will be John S. Proctor, president of Imperial Bank of Canada. It is an ALC tradition to have a speaker of note from Canada on the annual meeting program.

The Thursday afternoon general session will be devoted to a "Forum on Federal Income Taxation of Life

the position of this conference that the "total income" approach is neither equitable nor workable; and that, before advocating any substantial departure from the principles declared by this resolution, they shall seek further instructions for the conference.

Insurance Companies." Included on the panel of speakers are: Louis W. Dawson, chairman of Temporary Committee for Federal Income Taxation of Mutual Life Insurance Companies and president of Mutual Life of New York; Frazer B. Wilde, president of Life Insurance Assn. of America and president of Connecticut General Life; Richard B. Evans, president of Life Insurers Conference and president of Colonial Life; J. J. O'Connell Jr., Washington counsel for National Assn. of Life Companies; and John A. Lloyd, president of Union Central Life, member of the Joint Committee on Federal Income Taxation of Life Insurance Companies.

The panel discussion will be followed by an executive session for general discussion and consideration of the tax question.

The executive session on Wednesday afternoon will hear the "Report of the Actuary" by Alfred N. Guertin, actuary of ALC, and the "Annual Report of the American Service Bureau" by Lee N. Parker, president of American Service Bureau and ALC administrative vice-president.

Will Deliver Special Report

In view of the primacy of the income tax question, a special report to the membership will be delivered by Deane C. Davis, National Life of Vermont and chairman of the Joint Committee on Federal Income Taxation of Life Insurance Companies; Louis R. Menagh Jr., Prudential, and member of the Sub-committee on Total Net Income Approach; and Walter O. Menge, Lincoln National Life, and member of the Sub-committee on Net Investment Income Approach.

The financial section will meet all day Friday, Oct. 10, the final day of the meeting. The agency section will hold its all-day session on Tuesday.

Dr. Paul F. Genachet, director atomic energy division Chase Manhattan Bank, the first speaker on the financial section program, will discuss "Trends in Atomic Energy as Manifested at the World Conference in Geneva, September, 1958."

Dan A. Kimball, president Aerojet-General Corp., Azusa, Cal., will present a paper titled, "Missile Supremacy Means National Security." Leonard W. Brockington, president J. Arthur Rank Organization of Canada, Ltd., Toronto, will speak on "Good Will and Good Neighborhood."

Julian B. Baird, under secretary of the Treasury, will open the afternoon session with a talk on "Treasury Financing and Economic Growth." Rounding out the program will be Victor B. Gerard, vice-president and treasurer Commonwealth Life, a former chairman of the financial section, speaking on "The Investment Officer and His Problems—A.D. 1958."

Two speakers have been scheduled for the morning session of the agency section—Clyde R. Wellman, vice-president in charge of agencies National Life of Vermont, and Robert M. Best, manager Business Men's Assurance at Columbus, O. One more speaker will be presented on the morning program, whose name has not yet been announced.

A business session and election of officers is the first item on the agency section's afternoon session. Also, John B. Pryde, director of agencies Imperial Life of Canada, will speak on "Con-

A&S Claims Men Told They Hold Key Public Relations Positions

(CONTINUED FROM PAGE 2)

our sincerity of purpose. While it doubts in the minds of some it is true that the general public is the true purchaser of our products, we must not overlook the fact that the opinion of our products can be seriously influenced by the attending physician or the hospital administrator.

After taking note of the fact that the Health Insurance Council has a program under way that is designed to establish in each of the 48 states a committee of local claim representatives who will act as liaison units between local medical and hospital groups and the council, Mr. Lane said that claims men should be especially careful to see that no individual, either from the insurance industry or from the medical profession, does anything to upset the program.

Mr. Lane said that some people outside the insurance industry look on A&S benefits as a kind of "pot of gold at the end of the rainbow," while overlooking the fact that any attempt to abuse the HIC program can only result in disaster. He said, "This is not a get-rich-quick scheme for the insurance companies, for the subscribers or for the providers of medical services. All of these programs simply involve a pooling of resources out of which expenses are paid."

Mr. Lane told his audience that "The medical profession and the hospital groups today are economically much better off through the advent of the voluntary health program than they ever were before, and while there may be some who will be hard to convince, we must never stop trying. The minute we do, we are, in effect, saying that the voluntary system can not work."

Nw Mutual Agents In West To Meet In S. F., Oct. 6-7

Northwestern Mutual agents will hold an all-western meeting in San Francisco, Oct. 6-7. Some 200 agents are expected from Arizona, California, Idaho, Nevada, New Mexico, Oregon, Utah, and Washington.

President Donald C. Slichter and several other company officials will attend the meeting. James S. Harding, special agent in Portland, Ore., is chairman of the convention committee.

service—Talk or Action?" and Charles E. Gaines, Southern Methodist Institute director, will talk on "What Have We Learned from Our Students?"

The ALC legal section will add four informal discussions to its program. Harry S. Redeker, general counsel Fidelity Mutual Life and chairman of the ALC-LIAA joint committee on practice of law, will review "Developments in the Practice of Law Field." Thomas J. Gillooly, associate counsel of ALC, will discuss "Credit Insurance Activities in 1958;" C. W. Wilkins, vice-president and counsel Pacific National Life, will handle "Premium Payments by Bank Drafts or Pre-Authorized Checks;" and W. Lee Shield, associate general counsel of ALC in Washington, will develop "The Welfare and Pension Plans Disclosure Act."

The topics will be treated informally with members expected to bring up other significant problems or topics of interest to them.

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Questions Lower Rates For Non-Smokers

(CONTINUED FROM PAGE 4)

rate reductions to total abstainers (who were placed in what was erroneously called a "temperance" class). This differential was based on a substantial difference in the over-all rates of mortality among total abstainers as compared with non-abstainers—not on the fact that the incidence of any particular disease (such as cirrhosis of the liver) was higher among the drinkers.

It may be admitted that the incidence of lung cancer is higher among smokers than among non-smokers. It seems to me, however, that the point is whether the over-all mortality rates are higher and, if so, whether they are so much higher as to call for a rate differential. It should be remembered that the usual "standard" classification, based on the numerical rating system, includes classes with numerical ratings ranging from perhaps 50 or 60 to about 125 or 130 and that the trend is toward a wider rather than a narrower "standard" rating.

Use As Positive Factor

Mr. Howell indicates that his company sometimes takes account of smoking habits as a "positive factor" in determining the numerical rating and that would, of course, result sometimes in placing an applicant in a substandard category, but not merely because of his smoking habits. That

is quite a different thing from charging non-smokers reduced rates.

One of the practical difficulties to which Mr. Howell refers is that of securing reliable information as to an applicant's smoking habits. He does not refer to the apparent necessity, also, of checking on the continuance of the status after date of application, particularly in the case of applicants at the lower ages. In my "temperance"

company every policyholder in the temperance class was required to certify annually that he continued to be a non-drinker. Would a similar procedure not be necessary if non-smokers were given special terms? How would the field forces like that? Also, would a company be prepared to transfer to the non-smoking class a policyholder who claimed he had stopped smoking? If so, would a lung x-ray be required?

Perhaps the matter is not quite so simple as might appear from your editorial.

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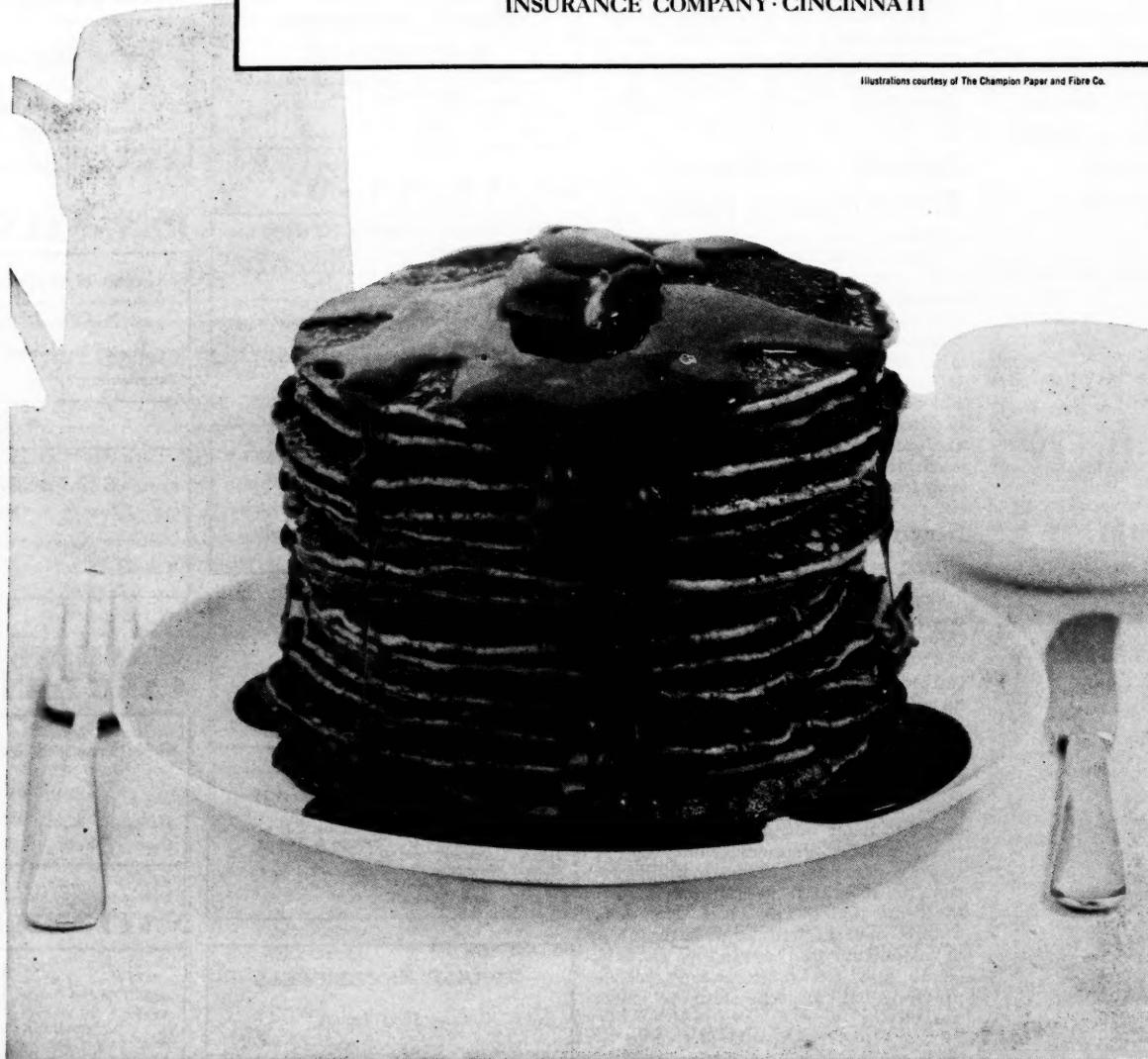
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